

# Home Furnishings Calendar 1949

JANUARY

FEBRUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 16 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW  A preview for the trade and press to show new items designed by Heifetz will be held on this date. These items will include sculptured lamps and decorative accessories in ceramics, woods and metals. A special group of new designs in sculptured copper and brass by Ben Fischer, plus other copper and wood combinations by Heifetz and Fischer will be on view. Contact: Yasha Heifetz, WA. 9-6383; Publicity: Hilda Kassell, PL. 9-2917.	THE HEIFETZ CO.	40 WEST 25TH ST.
Thursday June 16- Going on	SOLE DISTRIBUTOR  St. Mary's Woolen Mills, makers of St. Mary's blankets, has become the sole distributor for the hand-loomed Three Weavers throws and blankets made in Houston, Texas. The fringed throws from these craft weavers have been newly styled by Virginia Hamill to coordinate with the St. Mary's blankets also styled by her. The throws are available in twelve pastel plaid combinations and twelve solid colors. This new line is just coming into the stores now. Tie-ins welcome. Publicity: Florence Brobeck, ST. 9-4119.	ST. MARY'S WOOLEN MILLS	200 MADISON AVENUE
Thursday June 16 Just out	THE STORY OF COLLECTING  The whole psychology, history and techniques of collecting are explored in this amusing book which describes how many famous collections were made and preserved. By Douglas and Elizabeth Rigby. Contact: J. B. Lippincott Co., East Washington Square, Philadelphia 5, Penna.	J. B. LIPPINCOTT CO.	PHILADELPHIA 5, PA.
Thursday June 16- Going on	NEW CARPET CONSTRUCTION  A vastly improved backing construction, called Duratite, has been developed for all Axminster quality carpets made by this concern. This new construction is said to be one of the outstanding improvements in Axminster carpet weaving in recent years. Publicity: Wilmer D. Cressman, James Lees & Sons Co., Bridgeport, Penna.	JAMES LEES & SONS CO.	BRIDGEPORT, PENNA.
Friday June 17- June 19	THE "COUNTY FAIR" COMES TO TOWN  An old-fashioned County Fair, under the auspices of the Urban League Guild, will be held on these dates. There will be booths for the sale of home furnishings of all sorts: lamps, accessories, curtains and draperies, food, kitchen utensils and so forth. Any products contributed by a manufacturer will be sold with his tag on them. The Fair will be widely publicized on both radio and television. There will be drawings for prizes of all sorts and merchandise suitable for this use will also be welcome. Publicity: Alice Richman, WA. 4-2801.	URBAN LEAGUE GUILD 1133 BROADWAY	CITY CENTER CASINO 130 WEST 56TH ST.
June 19	FATHER'S DAY.		
June 19-23	NATL. ASSN. BUILDING OWNERS AND MANAGERS, MOUNT ROYAL HOTEL, MONTREAL.		
June 19-22	ANNUAL CONVENTION ASSOC. POT & KETTLE CLUBS OF AMERICA, LOS ANGELES.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday June 19-	INTERNATIONAL STORE MODERNIZATION SHOW	STORE MODERNIZATION	GRAND CENTRAL PALACE
June 25	"The Retail Store of the Future" will have its 1949 preview at the 3rd Annual International Store Modernization Show. This show brings retailers into direct contact with modernization experts. Admission by invitation only. Obtainable from exhibitors or from John W. H. Evans, 40 East 49th Street, New York 17, N.Y., PL. 5-8876.		
	<u>WEEK BEGINNING MONDAY, JUNE 20, 1949</u>		
Monday June 20 10:30 A.M. Breakfast	PRESS SHOWING OF NEW LINE IN NEW SHOWROOM	BEN ROSE FABRICS AND WALLPAPERS	15 EAST 53RD STREET FIFTH FLOOR
	This designer's first collection of wallpapers and three new fabric patterns will be introduced to the press on the occasion of the opening of his New York showroom. By invitation only. Publicity: Doris Herzig, Franklin Fisher & Associates, Inc., MU. 2-1983.		
Monday June 20 1:00 P.M.- 5:00 P.M.	PRESS PREVIEW	URBAN FURNITURE CO	520 WEST 43RD ST.
	A press preview of new designs in upholstered and occasional furniture will be held. Heifetz lamps will be displayed, coordinated with the modern room settings in which this furniture will be grouped. Contact: Benjamin De Setto, BR. 9-8848.		
Monday June 20- June 21	MERCHANDISE CONVENTION	N.R.D.G.A.	HOTEL STATLER
	The Merchandising Division of the N.R.D.G.A. is holding a Mid-Year Convention. Such merchandise as major appliances, floor coverings, furniture and bedding will be covered in the home furnishings field. The following sessions will be of particular interest to home furnishings people: June 20, 10 A.M. Grand Ballroom, General Merchandising; June 20, 1:30 P.M., Georgian Room, Major Appliances; June 21, 10 A.M. Georgian Room, Floor Coverings; June 21, 2 P.M., Georgian Room, Furniture & Bedding; June 21, 6:30 P.M. Merchandisers' and Buyers' Banquet in Grand Ballroom. Contact: David Woog, CH. 4-8780.		
Tuesday June 21 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF "STIMULUS" PRINTS	SCHIFFER PRINTS 79 MADISON AVENUE	ARCH. LEAGUE 115 EAST 40TH ST.
	A preview party for the press to display the "Stimulus" collection of hand-screened printed fabrics designed by Ray Eames, Salvador Dali, George Nelson, Bernard Rudofsky, Abel Sorenson and Edward Wormley for Schiffer Prints, Division of Mil-Art Company, Inc., will be held. The exhibition will be open to the trade, June 22 to 24 inclusive, from 10 A.M. to 6 P.M. daily. Publicity: Louise Sloane, MU. 5-8055.		
Tuesday June 21 8:00 P.M.	LAST MEETING OF SEASON	AM. DESIGNERS' INST.	115 EAST 40TH ST.
	A complete report of A. D. I. benefits to its members will be presented. It is urged that members bring as their guests prospective members who can see the organization in action. Contact: Frank Gianninoto, MU.5-8400.		
Tuesday June 21- July 1	WORKSHOP IN PERSONALITY DIAGNOSIS	BARD COLLEGE	ANNANDALE-ON-HUDSON NEW YORK
	Wider use of psychological techniques in industry will be taught at a ten day seminar open to advanced students of psychology, industrial applicators of the science and a limited number of others interested. Contact: Mr. Joseph Precker, Secretary, Workshop in Personality Diagnosis, Bard College, Annandale-On-Hudson, New York.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 22 9:00 A.M.- 12:00 M.	PRESS BREAKFAST	JULORE	13 EAST 53RD ST.
	The official opening of Julore's new carpet, fabric and wallpaper shop will be marked by a Press Breakfast. Donelda Fazakas' line of printed textiles, Emile Montuori's new line of screen-printed documentary wallpapers as well as an extensive collection of Dory designs in screen-printed contemporary and traditional wallpapers will be shown. Enduro-craft carpet by Rugcrafters is both used on the showroom floors and displayed there for sale. From 4 to 7 P.M. cocktails will be served to decorators and the trade in general. Contact: Florence Becker, MU. 8-4417; Publicity: Claire Corbin, JU. 6-5643.		
Wednesday June 22 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PARTY: SEEING IS BELIEVING	CLOPAY CORPORATION CINCINNATI, OHIO	PARK LANE HOTEL 299 PARK AVENUE
	New and eye-opening developments in plastic draperies by Clopay will be shown to the press <u>by invitation only</u> on this date. Publicity: Elizabeth Maher Associates, EL. 5-4248.		
Thursday June 23 12:15 P.M. Luncheon	LUNCHEON	THE FASHION GROUP	WASHINGTON, D.C.
	Ben Rose of Chicago, designer of abstract modern fabrics and wallpapers, and Elinor Hiliyer, Design for Living Editor of Mademoiselle, will address the Washington Fashion Group on this date on the roof of the Hotel Washington. Contact: Marion Tolton, Woodward & Lothrop, Washington, D. C.; Publicity: Franklin Fisher & Associates, MU. 2-1983.		
<u>WEEK BEGINNING MONDAY, JUNE 27, 1949</u>			
Monday June 27 12:00 M. Luncheon	PRESS LUNCHEON	SINGER SEWING MACHINE CO.	HOTEL PIERRE ROOF
	The press will attend a luncheon, <u>by invitation only</u> , in honor of Mary Brooks Picken, author of the new "Singer Sewing Book", the first complete book of home sewing techniques; sponsored by Singer. This book deals both with home dressmaking and the making of curtains, slipcovers and so forth. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.		
June 27- June 28	MEETING SALES PROMOTION AND VISUAL MERCHANDISING OF N.R.D.G.A., HOTEL STEVENS, CHICAGO, ILL. CONTACT: HOWARD P. ABRAHAMS, N.R.D.G.A., CH.4-8780.		
June 27- July 1	NEW YORK LAMP SHOW, HOTEL NEW YORKER, N. Y. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVE., N.Y.C., MU. 9-7147.		
Tuesday June 28- July 1	40TH ANNUAL AMERICAN HOME ECONOMICS CONV.	JAMES LEES & SONS CO. BRIDGEPORT, PENNA.	CIVIC AUDITORIUM SAN FRANCISCO, CAL.
	Anne Mason, Lees' home decorator, will distribute "Class Procedure Kits" and a basic set of room decoration suggestions as part of the James Lees & Sons presentation at the Home Economics Convention. These kits include a color chart, an instruction sheet, a room-planning chart, a room scheme card and a carpet sample in the student's color preference. The lecture material contains ideas that teen-agers can carry out themselves. Publicity: Wilmer D. Cressman, James Lees & Sons Co., Bridgeport, Penna., Telephone NORristown, 2600, (Pa.).		
July 1- July 9	NATIONAL ICED TEA WEEK. CONTACT: THE TEA BUREAU, 500 FIFTH AVENUE, NEW YORK 18, N. Y.		
July 3-8	SANTA FE MERCHANDISE MART GIFT SHOW, DALLAS, TEXAS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE DATES AND NOTICES</u>			
July 4	INDEPENDENCE DAY (Monday).		
Monday July 4	THE AMERICAN FURNITURE MART AND THE MERCHANDISE MART WILL BE CLOSED TO BUYERS ON THIS DATE. THEY WILL BE OPEN ONLY TO TENANTS AND EXHIBITORS.		
Tuesday July 5	TRADE AND PRESS SHOWING	THE HEIFETZ CO.	CHICAGO MERC. MART ROOM 12-119
	The trade and press are invited to view a new collection of sculptured lamps and decorative accessories in ceramics, woods and metals, designed in part by Heifetz and in part by Ben Fischer. Showing will continue to July 9. Contact: Stanley S. Lehman, Room 12-119, Merchandise Mart, Chicago, Illinois, MO. 4-0050. This same exhibit will be previewed on Tuesday, July 19, before the California Market, in the Brack Shops, Los Angeles, California. Contact: Bess Lee Lane, 1002 Brack Shops, Los Angeles, California. Publicity: Hilda Kassell, PL. 9-2917.		
July 5-	INTERNATIONAL HOME FURNISHINGS MARKET.		
July 16	MERCHANDISE MART AND FURNITURE MART, CHICAGO, ILLINOIS.		
July 5- July 16	PRESS CONFERENCE AT FURNITURE MARKET	MERCHANDISE MART CHICAGO 54, ILLINOIS	MERCHANTS AND MANUFACTURERS CLUB
	A series of press conferences will be held twice daily during the first week of the Market as follows: Tuesday, July 5; 9 A.M., Furniture & Bedding; at an hour to be announced later, New Trends and Design. Wednesday, July 6; 9 A.M., Floorcoverings; 10 A.M., Curtains, Draperies, Linens and Bedcoverings. Thursday, July 7; 9 A.M., Housewares & Appliances; 10 A.M., Radio & Television. Friday, July 8; 9 A.M., Lamps & Lighting; 10 A.M., Conference with Retailers. In addition the Merchandise Mart is inviting several of the country's outstanding home furnishings designers to participate in an additional special conference on the opening day. Contact: Robert B. Johnson, Sales Promotion Mgr. Room 262, Merchandise Mart, Chicago 54, Illinois.		
Tuesday July 5- July 16	OPEN TO THE TRADE DURING MARKET	MODERN VENETIAN BLINDS 261 FIFTH AVENUE	ROOM 10-102 MERCHANDISE MART
	Members of the trade are cordially invited to visit the showrooms of Modern Venetian Blinds, Inc., during the Furniture Market and the Curtain and Drapery Show. Contact: Michael Lang, Room 10-102, Merchandise Mart, Chicago; Publicity: Hilda Kassell, PL. 9-2917.		
Tuesday July 5- July 16	DISPLAY OF NEW FURNITURE LINE	M. SINGER & SONS	ROOM 619 MDSE. MART, CHICAGO, ILL.
	Singer's new line of traditional and contemporary upholstered furniture and cabinet pieces will be shown at the Furniture Market. Contact Mr. Hayward Singer, Room 619, Merchandise Mart, Chicago 54, Illinois; Publicity: Hilda Kassell, PL. 9-2917.		
July 5- July 16	SUMMER FURNITURE MARKET, WATERS AND EXHIBITORS BUILDINGS, GRAND RAPIDS, MICHIGAN.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 5- July 16	NEW UTENSIL LINE TO BE INTRODUCED  A complete new line of stainless steel kitchen utensils with thick aluminum bottoms will be shown at the Market by this concern. They are being introduced to the trade this month. The line consists of 10 pieces, with cool, non-slip handles that withstand oven heat, and is adapted to regular or "waterless" cookery. Contact: Robert B. Johnson, Room 262, The Merchandise Mart, Chicago 54, Illinois.	S. W. FARBERWARE FOURTEENTH FLOOR	MERCHANDISE MART CHICAGO, ILLINOIS
Tuesday July 5- July 16	NEW CARPET DESIGNS TO BE INTRODUCED  During the Furniture Market in Chicago, decorator-type carpeting at budget prices will keynote the new designs to be introduced by this firm. New textures and colors are included. Publicity: Emily Purcell, Alexander Smith & Sons Carpet Co., 295 Fifth Avenue, MU. 9-1300.	ALEXANDER SMITH & SONS CARPET COMPANY	ROOM 1814 MERCHANDISE MART
Tuesday July 5- July 17	SPECIAL EXHIBIT OF FABRICS, WALLPAPER, ETC.  A special exhibition of contemporary fabrics, hand-screened wallpaper, sculpture, glassware and ceramics will be on view in the showrooms of the Herman Miller Furniture Co. on the sixth floor of the Merchandise Mart. A public showing of the same merchandise may be seen at the Boyd-Britton Store, 59 E. Walton, Chicago, from July 5 to 29. This will also be staged by the Gallery Studios. Publicity: Alfred Auerbach Associates, 130 West 57th Street, New York 19, N.Y., CO. 5-7803.	GALLERY STUDIOS 161 E. ONTARIO, CHICAGO	HERMAN MILLER MERCHANDISE MART
Tuesday July 5- August 12	SUMMER WORKSHOP IN RADIO & TELEVISION  A professional course in radio and television is offered by N. Y. U. Applications are competitive and enrollment is limited. Address: The Director, Summer Workshop in Radio & Television, New York University, 100 Washington Square East, New York, N.Y.	NEW YORK UNIVERSITY	STUDIOS, 100 WASHINGTON SQ., E.
Tuesday July 5- August 13	TROPICAL FLOWER DISPLAY  An unusual display of tropical flowers and fern wood trees will greet visitors to the Merchandise Mart in Chicago during the July Market. The entire lobby and main floor of the Mart will be a tropical display which will remain during the gift ware market from August 1 to 13. Over 50,000 Hawaiian orchids will be given away to buyers, the press and visiting officials. Flowers of Hawaii, Inc., has leased a space in the Mart for the two-month market period. Publicity: Robert B. Johnson, Room 262, The Merchandise Mart, Chicago 54, Illinois.	FLOWERS OF HAWAII	MERCHANDISE MART
Wednesday July 6 Luncheon	SEMI-ANNUAL LUNCHEON  The semi-annual furniture market luncheon of the Fashion Group of Chicago will have as its speaker Edgar Kaufmann, Jr., of the Museum of Modern Art. Contact: Lucille Knoche, 450 East Ohio St., Chicago 11, Illinois.	FASHION GROUP OF CHICAGO	CLUB ROOM MERCHANDISE MART
July 6- July 13	NATIONAL HOME LAUNDERING WEEK. AMERICAN WASHER AND IRONER MANUFACTURERS ASS'N., CHICAGO, ILLINOIS.		
July 10- July 15	CURTAIN AND DRAPERY SHOW, HOTEL STEVENS, CHICAGO, ILLINOIS. CONTACT: H. M. WATERS, R.F.D. 1, LANSDALE, PENNSYLVANIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 10-	NATIONAL CHINA, GLASS AND POTTERY SHOW	GEORGE F. LITTLE MANAGEMENT, INC.	HOTEL NEW YORKER NEW YORK CITY
July 15 9:00 A.M.- 6:00 P.M.	The first comprehensive exhibit of major china and glass lines since the war will be held on the 5th, 6th and 7th floors of the New Yorker. One hundred and fifty rooms have been reserved for this market event which will display china, glass and pottery, both domestic and imported. On Sunday, July 10, the show will be open from 1 P.M. to 6 P.M.; thereafter from 9 A.M. to 6 P.M. Contact: George F. Little Management, Inc., 220 Fifth Avenue, MU. 9-7147.		
Monday July 11 Breakfast	BREAKFAST FOR BUYERS	BEDCOVERING & LINEN ASSN. MERCHANDISE MART Two outstanding personalities in retail merchandising will speak. Contact: Robert B. Johnson, Room 262, Merchandise Mart, Chicago 54, Illinois.	
July 11- July 14	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT., ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA, GEORGIA.		
Monday July 11- July 15 9:00 A.M.- 5:00 P.M.	NATIONAL HOUSEWARES AND HOME APPLIANCES EXHIBIT	NATIONAL HOUSEWARES MANUFACTURERS ASSN.	AUDITORIUM ATLANTIC CITY, N.J. Limited to the trade, this manufacturer's exhibit will feature housewares and appliances from all sections of the country and is expected to draw buyers from the United States, Canada and abroad. Contact: A. W. Buddenberg, Executive Secretary, Nat'l Housewares Mfrs. Assn., 1140 Merchandise Mart, Chicago 54, Illinois, DE. 7-8585.
July 17- July 22	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK CITY. CONTACT: H. M. WATERS, R.F.D. 1, LANSDALE, PENNSYLVANIA.		
Friday July 17- July 23	OPEN TO THE TRADE	MODERN VENETIAN BLINDS	261 FIFTH AVENUE The trade is cordially invited to visit the showrooms of Modern Venetian Blinds, Inc., during the New York Curtain and Drapery Show and Furniture Market. Contact: Irving J. Jacobs, MU. 3-7211. Publicity: Hilda Kassell, PL. 9-2917.
July 18- July 22	NINTH ANNUAL SUMMER FURNITURE MARKET. CONTACT: ARTHUR M. CARNEY, PACIFIC NORTHWEST FURN. MFRS. ASSN., SEATTLE, WASHINGTON.		
July 18- July 23	SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK PUBLICITY: MR. LOU SCHNEIDER, MU. 5-1160.		
July 18- July 23	NEW YORK CARPET AND FLOOR COVERING MARKET, CARPET INSTITUTE. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
July 18- July 29	SOUTHERN FURNITURE MARKET, EXPOSITION BUILDING, HIGH POINT, N. C. CONTACT: PAUL CASEY, EXPOSITION BUILDING, HIGH POINT, N. C.		
Sunday July 24- July 27 9:00 A.M.- 6:00 P.M.	FIFTH CALIFORNIA CURTAIN & DRAPERY SHOW	LOS ANGELES TRADE FAIR 1151 SO. BROADWAY, L.A.	ALEXANDRIA HOTEL LOS ANGELES, CAL. New textile products such as curtains, draperies, bedspreads, pillows, hand-screened fabrics, shower curtains, Venetian blinds, hardware, trimmings, headboards and allied merchandise will be shown at the Show. There will be an open house during the evening of Monday, July 25 for both buyers and store personnel. Publicity: Worth Larkin-Dick Bean, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles, 15.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 24- July 27	GIFT AND HOUSEWARE SHOW The Michigan Merchandise Show to display gifts and housewares will be held in the Hotel Statler in Detroit on these dates. Showings from 11 A.M. to 9 P.M. daily. Contact: Charles W. Burn, Room 935, 225 Fifth Avenue, New York 10, New York, MU. 6-2631.	MICHIGAN MDSE. SHOW STATLER, DETROIT	
Sunday July 24- July 29	29TH CALIFORNIA GIFT SHOW Gifts, dinnerware, lamps, glass and allied items will be shown with a large number of items tagged "Preview Item" as was done so successfully last season. Contact: W. C. Klingborg, Los Angeles Trade Fair; Publicity, Worth Larkin-Dick Bean, Los Angeles Trade Fair, 1151 South Broadway, Los Angeles 15, California.	L. A. TRADE FAIR, INC. 1151 S. BROADWAY, L.A.	BRACK SHOPS, ETC. LOS ANGELES, CAL.
July 25- July 28	TRADE SHOW AND CONVENTION, HOTEL NEW YORKER AND MANHATTAN CENTER, CONTACT: WM. R. GARD, NATL. ASSN. MUSIC MERCHANTS, 28 E. JACKSON, CHICAGO		
Monday July 25- July 29	24TH SEMI-ANNUAL SUMMER FURNITURE MARKET The Summer Furniture Market will be held on these dates to coincide, for the convenience of buyers, with the Gift Show and the Curtain and Drapery Market. Publicity: James J. Cowen, L. A. Furniture Mart.	LOS ANGELES FURN. MART 2155 EAST 7TH STREET	LOS ANGELES FURN. MART, LOS ANGELES
Sunday July 31- August 4	GIFT, STATIONERY, TOY, HOUSEWARES SHOW Over 1,000 nationally known lines of china, cooking utensils, cutlery, decorative accessories, electrical appliances, gifts, housewares, lamps, linens, pictures, pottery, and so on will be on display. Contact: Kay Leber, Show Director, Western Merchandise Exhibitors, 1355 Market Street, San Francisco 3, California.	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	CIVIC AUDITORIUM SAN FRANCISCO, CAL.
August 1- August 12	CHICAGO GIFT SHOW, PALMER HOUSE, CHICAGO CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVE., N.Y.C., MU. 9-7147.		
August 1- August 13	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: ROBERT B. JOHNSON, ROOM 262, MERCHANDISE MART, CHICAGO 54, ILL.		

FOR OUR TRAVELING SUBSCRIBERS

June 18	INTERNATIONAL TRADE FAIR, LILLE, FRANCE, TO JULY 3.
June 19	INTERNATIONAL TRADE FAIR, BORDEAUX, FRANCE, TO JULY 4.
June 26	INTERNATIONAL TRADE FAIR, CASABLANCA, TO JULY 11.

MUSEUM, GALLERY AND GARDEN NEWS

Thursday June 16- Sept. 3	EXHIBIT OF TEXTILES An exhibit of silk-screen silks, boucles and chintzes printed in floral designs and supplemented by plain colored fabrics and harmonizing trimmings is now open to the public. Hours: 9 A.M. to 5 P.M. Monday through Friday. No admission charged. Contact: John Kent Tilton, Director, CI. 6-8769.	SCALAMANDRE MUSEUM 20 WEST 55TH STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Thursday June 16- October 30	LOANS AVAILABLE ON BREUER HOUSE	MUSEUM OF MODERN ART	11 WEST 53RD ST. GARDEN
	The Museum of Modern Art announces that two large savings and loan associations have expressed a willingness to loan up to \$18,000 on the construction of the Marcel Breuer house, now on exhibition, providing it is complete in all details and located on a plot of one-half acre or larger in a suitable suburban community. As loans on houses of modern construction have sometimes been difficult to secure in the past, the Museum regards this as an encouraging sign. Publicity: Betty Chamberlain, CI. 5-8900.		
Thursday June 16- Going on	HALL OF PLASTICS EXHIBITION	MUSEUM OF SCIENCE AND INDUSTRY	57TH & MICHIGAN CHICAGO 37, ILL.
	The role of plastics in modern living is the subject of this exhibit, now open to the public. It is sponsored by Bakelite Corp. in the interest of public education on the origin, manufacture and applications of modern plastics. An animated display section, an all-plastic kitchen, nursery and bathroom, special lectures and demonstrations and educational films will form part of the exhibit. Reference books and other material will be made available for the use of students and engineers. Publicity: Norb Hildebrand, Museum of Science and Industry.		
Friday June 17- Going on	GOLDSMITH'S WORK AND FRENCH SILVER	METROPOLITAN MUSEUM	FIFTH AVE. & 82ND ST. GALLERY D 6
	Outstanding examples of European decorative art from the Bequest of Catherine D. Wentworth will be open to the public on this date. Comparatively little French silver has found its way to America and this collection is the most comprehensive in the country. Hours: 10 A.M. to 5 P.M. weekdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690.		
June 18- Sept. 18	13TH CERAMIC NATIONAL EXHIBITION BUTLER ART INSTITUTE, YOUNGSTOWN, OHIO.		
Tuesday June 28 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW	MUSEUM OF MODERN ART	11 WEST 53RD ST.
	A press preview of 20th Century Italian art will be held on this date. The private showing will be held from 8 to 11 P.M. on the same day and the exhibit will be open to the public on June 29. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.		
<u>RADIO AND TELEVISION NEWS</u>			
Thursday June 16 11:00 A.M.- 11:30 A.M.	TELEVISION SHOW: "RUMPUS ROOM"	STATION WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
	Johnny Olsen is conducting a contest on the decorating of unpainted Aristo-Bilt furniture. Elizabeth Hillyer, editor of Modern Brides, will be interviewed and will judge the proceedings. Contact: Joseph L. Greene, Salmanson & Co., 1107 Broadway, WA. 9-7640.		
Monday June 20 7:45 P.M.	TELEVISION SHOW: "MANHATTAN SPOTLIGHT"	STATION WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
	Mr. Charles Singer of M. Singer & Sons will discuss and demonstrate "What to Look for in Upholstered Furniture" on Chuck Tranum's "Manhattan Spotlight" program. Publ.: Hilda Kassell, PL. 9-2917.		

# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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